AMENDMENT TO THE CLAIMS

1.   (Currently Amended) A method for receiving subscriber content-choice information, comprising:

collecting subscriber content-choice data from a plurality of service providers ~~that merges clickstream data with content information to generate at least one event timeline that describes the content information and at least one subscriber's actions over a period of time along with~~;

storing each service provider's subscriber content-choice data in a clearinghouse database;

classifying the subscriber content-choice data based on a percentage of historical viewing time for a genre;

receiving a request for a number of viewers having a classification ~~specific subscriber content-choice data~~; and

developing a query for the clearinghouse database

~~querying the clearinghouse database for the specific subscriber content-choice data; and~~

~~responding to the request with the event timeline associated with the specific subscriber content-choice data.~~

2.   (Currently Amended) The method of claim 1, further comprising assigning a sub-classification to the subscriber[['s]] content-choice data for a lesser percentage of historical viewing time.

3.   (Previously Presented) The method of claim 1, wherein the subscriber content-choice data comprises data relating to a television program received by the subscriber.

4.   (Previously Presented) The method of claim 3, wherein the subscriber content-choice data comprises at least one of date information and time information related to the television program.

5.   (Previously Presented) The method of claim 1, wherein the subscriber content-choice data further comprises data relating to the subscriber.

6.   (Previously Presented) The method of claim 5, wherein the data relating to the subscriber comprises a subscriber identifier.

7.   (Previously Presented) The method of claim 5, wherein the data relating to the subscriber comprises demographic data.

8.   (Previously Presented) The method of claim 1, wherein the subscriber content-choice data further comprises data relating to a subscriber system.

9.   (Previously Presented) The method of claim 1, wherein collecting the subscriber content-choice data comprises receiving an eXtensible Markup Language file having linear data describing the type of the service provider, the name of the service provider, and a location associated with the service provider.

10.   (Previously Presented) The method of claim 1, wherein the subscriber content-choice data comprises data relating to an advertisement received by the subscriber.

11.   (Previously Presented) The method of claim 1, wherein the subscriber content-choice data comprises data relating to a viewing pattern of the subscriber.

12.   (Previously Presented) The method of claim 1, wherein receiving the request for the subscriber content-choice data comprises receiving an electronic request form that is standardized for all the service providers.

13. (Previously Presented) The method of claim 1, further comprising periodically requesting that the service providers send their respective subscriber content-choice data for storage in the database.

14. (Original) The method of claim 1, further comprising sorting the collected subscriber content-choice data.

15. (Currently Amended) A system for receiving and distributing content-choice information, comprising:

<u>a processor executing code stored in memory that causes the processor to:</u>

<u>collect</u> ~~means for collecting~~ subscriber content-choice data from a plurality of service providers <u>as a file having a line entry listing a primary classification and a sub-classification for a subscriber based on a percentage of historical viewing time for genres of programming</u> ~~that merges clickstream data with content information to generate at least one event timeline that describes the content information and at least one subscriber's actions over a period of time in a location~~;

<u>store</u> ~~means for storing~~ each service provider's subscriber content-choice data in a clearinghouse database;

<u>receive</u> ~~means for receiving~~ a request for <u>a number of viewers having a particular classification</u> ~~the subscriber content-choice data that specifies the location~~; <u>and</u>

<u>develop a query for the clearinghouse database</u>

~~means for querying the clearinghouse database for the location; and~~

~~means for responding to the request with the event timeline associated with the location.~~

16.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to list the primary classification within quotes</u> ~~comprising means for assigning~~ ~~a classification to the subscriber's content-choice data~~.

17.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ data relating to television programs received by the subscriber.

18.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ at least one of date information and time information related to a television program.

19.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ data relating to the subscriber[[s]].

20.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ a subscriber identifier.

21.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ demographic data.

22.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ data relating to a subscriber system.

23.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive the file as</u> ~~comprising means for receiving~~ an eXtensible Markup Language file ~~having linear data describing the type of the service provider, the name of~~ ~~the service provider, and a location associated with the service provider~~.

24.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ data relating to an advertisement received by the subscriber.

25.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ data relating to the viewing patterns of the subscriber.

26.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to receive</u> ~~comprising means for receiving~~ an electronic request form that is standardized for all the service providers.

27.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to</u> ~~comprising means for~~ periodically ~~requesting~~ <u>request</u> that the service provides send their respective subscriber content-choice data for storage in the <u>clearinghouse</u> database.

28.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to list the sub-classification within quotes</u> ~~comprising means for sorting the~~ ~~collected subscriber content-choice data~~.

29.   (Cancel)
30.   (Cancel)

31.   (Currently Amended) The system of claim 15, <u>wherein the code</u> further <u>causes the</u> <u>processor to select</u> ~~comprising means for selecting~~ the subscriber content-choice data based on geographic location.

32.   (Currently Amended) The system of claim 15, wherein the code further causes the processor to select comprising means for selecting the subscriber content-choice data based on subscriber classification data.

33.   (Currently Amended) The system of claim 15, wherein the code further causes the processor to select comprising means for selecting the subscriber content-choice data based on data relating to television programs viewed by a plurality of subscribers.

34.   (Currently Amended) The system of claim 15, wherein the code further causes the processor to select comprising means for selecting the subscriber content-choice data based on data relating to advertisements viewed by a plurality of subscribers.

35.   (Currently Amended) The system of claim 15, wherein the code further causes the processor to select comprising means for selecting the subscriber content-choice data based on at least one of a viewing date and a geographic location.

36.   (Currently Amended) A computer-readable storage medium storing computer program code for performing a method, the method comprising:

    collecting subscriber events from a plurality of service providers with each subscriber's events as a file having a line entry listing a primary classification and a sub-classification for a subscriber based on a percentage of historical viewing time for genres of programming;
    merging, by a network server, content metadata with the subscriber's events to describe the subscriber's content access selections;
    applying priority assignments to the content metadata such that metadata from an electronic programming guide has a lower priority than national ad metadata and local ad insert metadata has a higher priority than the national ad metadata;
    storing each service provider's subscriber content-choice data in a clearinghouse database;

<u>receiving a request for a number of viewers having a particular classification; and
developing a query for the clearinghouse database</u>

~~collecting subscriber content-choice data from a plurality of service providers that
merges clickstream data with content information to generate at least one event timeline
that describes the content information and at least one subscriber's actions over a period
of time along with a type of a service provider that provides the content chosen by the at
least one subscriber and a name of the service provider providing the at least one
subscriber's chosen content;~~

~~storing each service provider's subscriber content-choice data in a clearinghouse
database;~~

~~receiving a request for the subscriber content-choice data that specifies the type of
the service provider;~~

~~querying the clearinghouse database for the subscriber content-choice data
associated with the type of the service provider; and~~

~~responding to the request with the event timeline associated with the type of the
service provider.~~

37.   (Currently Amended) The computer-readable <u>storage</u> medium of claim 36, further
comprising program code for receiving <u>the file as</u> an eXtensible Markup Language file
~~having linear data describing the type of the service provider, the name of the service
provider, and a location associated with the service provider.~~

38.   (Cancel)
39.   (Cancel)
40.   (Cancel)
41.   (Cancel)
42.   (Cancel)
43.   (Cancel)
44.   (Cancel)

45.   (Cancel)

46.   (Cancel)

47.   (Cancel)

48.   (Cancel)

49.   (Cancel)

50.   (Cancel)